

ABSTRACT OF THE DISCLOSURE

A POS data storage stores customer information including customer attribute information and purchase information transmitted from a shop. An ASP service sets an application stored in an AP server of an ASP center to 5 be operable by a main office terminal and a shop terminal. The main office terminal analyzes customer information stored by the application, narrows down a target customer based on the analytical result, generates an action plan on a one-to-one basis for each target customer, issues a relation tool, and performs evaluation and analysis on a one-to-one action.